

Message Text

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ACTION ARA-10

INFO OCT-01 IO-13 ISO-00 ITC-01 EB-07 USIA-06 COME-00 /038 W
-----131556Z 031221 /53

R 131540Z JAN 77
FM USMISSION GENEVA
TO SECSTATE WASHDC 4513

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FOR BURSON IN ARA FROM LYNN

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: DISCUSSION WITH ITC ON PROPOSED MIAMI TRADE FAIR

1. VISITING ECON OFFICER (LYNN) RESPONDED TO CALL FROM DEPT BY MEETING WITH INTERNATIONAL TRADE CENTER (ITC) OFFICIAL ON SUBJECT TRADE FAIR. FULL REPORT TO BE MADE ON RETURN (JAN 24) BUT BREIF ANSWERS TO MAJOR QUESTIONS FOLLOW.

2. ALL ANSWERS DEPEND ON SIZE OF FAIR. FOR SIGNIFICANT CHANCE OF SUCCESS, FIAR SHOULD BE DIRECTED AT LEAST TO EAST COAST MARKETS, BETTER IF NATIONAL. ASSUMING LATTER TO BE CASE, AND WIDE RANGE OF CONSUMER GOODS INVOLVED, FOLLOWING INFO IS BASIC.

3. LEAD TIME SHOULD BE AT LEAST ONE YEAR. EXHIBIT SPACE SHOULD BE AT LEAST 100,000 SQ. FT. (INDIA USED 85,000 ALONE IN NY). PUBLICITY SHOULD INCLUDE ADVERTISING IN SPECIALIZED MAGAZINES AND DIRECT MAIL - ANTICIPATE AT LEAST 60,000 DOLLARS. MARKET RESEARCH FOR WIDE RANGE OF GOODS WILL HAVE LITTLE VALUE.

4. MIAMI APPEARS TO BE POOR CHOICE, ESPECIALLY IF
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OTHER MAJOR CONVENTION THERE AT SAME TIME. CITY IS MINOR INTERNATIONAL TRADE SITE, MOST IMPORTERS WILL HAVE LONG WAY TO GO, AND NO KNOWN FIRST-RATE CONSULTANT AVAILABLE. CIPE COMPETENCE IN THIS AREA NO PROVEN. CATTO

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, INTERNATIONAL EXPOSITIONS, MEETINGS
Control Number: n/a
Copy: SINGLE
Sent Date: 13-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977GENEVA00205
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770013-0597
Format: TEL
From: GENEVA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770156/aaaabwru.tel
Line Count: 59
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 381a05da-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 08-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3608833
Secure: OPEN
Status: NATIVE
Subject: DISCUSSION WITH ITC ON PROPOSED MIAMI TRADE FAIR
TAGS: ETRD, US
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/381a05da-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009